

Jumeirah Group launches a traditional Pearl Diving experience

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Jumeirah Group, the Dubai-based luxury hospitality company and a member of Dubai Holding, is launching a traditional Pearl Diving experience.

For hundreds of years, the world's finest pearls were found in the waters of the Arabian Gulf. Starting March 2, guests of Jumeirah Hotels & Resorts, visitors and residents of the United Arab Emirates will have a chance to learn about and experience the ancient pearling traditions that were once the main source of income for inhabitants of the region, before the discovery of oil in the region led to a gradual shift from a pearl-dependent economy to one that flourished as a prosperous trading and petrol exporting hub.

Dressed in traditional clothing, participants board an authentic dhow boat off the shores of Jebel Ali and use original pearl diving methods to collect oysters in the shallow waters of the Gulf. The Pavilion Dive Centre at Jumeirah Beach Hotel is running this exciting cultural activity in partnership with the Emirates Marine Environmental Group (EMEG).

Participants meet at Jumeirah Beach Hotel and are transported by bus to Palm Jebel Ali where they are briefed and provided with traditional diving clothes to change into prior to boarding the dhow.

On board the dhow, guests will take part in activities such as singing and story-telling and will be served typical Emirati fish and rice dishes for lunch. They will dive to depths of around three to five metres and people who find pearls will be able to keep them as a souvenir, making the dive an ideal activity for those looking to honeymoon in Dubai (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Dubai/Weddings--Honeymoons-in-Dubai/>).

The activity takes place from Tuesday to Saturday every week; participants leave Jumeirah Beach Hotel at 9.00am and return at around 3.00pm.

About The Pavilion Dive Centre:

The Pavilion Dive Centre has been taking people to dive sites in Dubai, Oman and beyond for over 10 years, and all Pavilion Dive Centre instructors are PADI (The Professional Association of Diving Instructors) qualified. As an accredited PADI 5 Star Career Development Centre and National Geographic Centre, The Pavilion Dive Centre ensures the highest quality facilities and training for students.

About Jumeirah Group

Jumeirah Group, the Dubai-based luxury hospitality company and a member of Dubai Holding, operates a world-class portfolio of hotels and resorts, including Dubai hotels (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Dubai/>), 5 star hotels in London (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/London/>), 5 star hotels in New York (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/New-York/>) and hotels in Frankfurt (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Dubai/>). Jumeirah Hotels & Resorts includes Jumeirah at Etihad Towers in Abu Dhabi; Burj Al Arab, Jumeirah Beach Hotel, Jumeirah Emirates Towers, Jumeirah Zabeel Saray and Madinat Jumeirah in Dubai; Jumeirah Dhevanafushi and Jumeirah Vittaveli in the

Maldives; Jumeirah Himalayas Hotel in Shanghai; Jumeirah Frankfurt in Germany; Jumeirah Grand Hotel via Veneto in Rome; Jumeirah Carlton Tower and Jumeirah Lowndes Hotel in London and Jumeirah Essex House in New York. Jumeirah Group also runs the luxury serviced residences brand Jumeirah Living; the spa brand Talise; Jumeirah Restaurants; Wild Wadi Waterpark; The Emirates Academy of Hospitality Management; and Sirius, its global loyalty programme.

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